



CASE INTERVIEW

Quick Start Guide

Here's how to **launch** your prep and **succeed** in the toughest interviews of your career.



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What is a case interview?



What skills do I need?



How do I show these skills in a case?



Are there different types of cases?



Common case questions



How do I get started?



How much should I practice?



More tools & resources

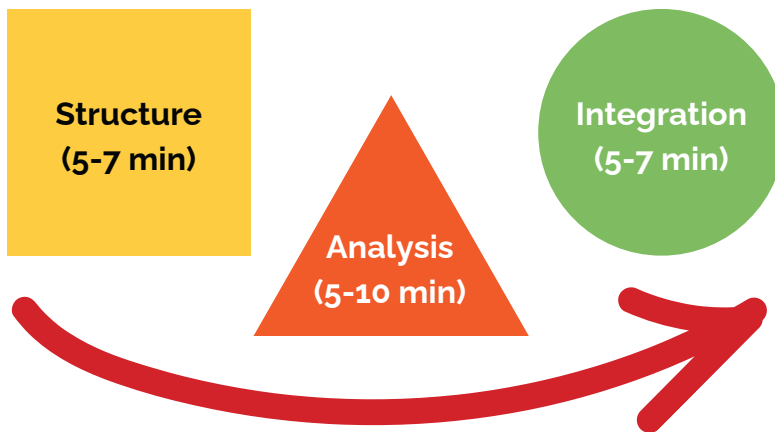


CASE FLOW

Your interviewer will present a business question or an analytical problem.

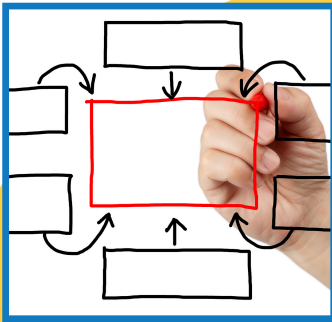
After some initial discussion, you must create an approach to solve the problem (structure), examine some data (analysis), and present a recommendation (integration).

As you progress, your interviewer will question your logic and evaluate the depth and breadth of your thinking.



Companies use cases because they are a great way to “test drive” your thinking skills.

MASTER FOUR KEY SKILLS



Structure



Integration



Analysis

Communication

3 Analysis

- Ask structured, data-specific questions.
- Learn how to interpret data shown in charts and exhibits.
- Hone mental math and estimation skills.

4 Integration

- Practice summarizing and answering "So what?"
- Deliver prioritized insights and actions.
- Consider risks and weaknesses with every solution.

2 Structure

- Build problem structuring skills with the Block, Break & Ask technique.
- Practice breadth and depth of thinking with a clear hypothesis.
- Understand how the elements of business interact.

1 Communication

- Clear communication is essential throughout the case.
- Be Answer First: lead with main point, be direct & succinct.
- Develop a business advisor tone.

INTERVIEW STYLES

CANDIDATE-LED "BLUE SKY HYPOTHESIS"

- Specific steps
- Specific problems
- Interviewer-driven
"Please solve this equation."

- Wide open
- Hypothesis-driven
- Candidate-driven
"What do you think?"

INTERVIEWER-LED "COMMAND & CONTROL"

FORMATS

The one-on-one interview is the most common, but firms sometimes use these other formats.



Analysis Only

Computer or paper-based exam. Given as threshold test. Focus is on quantitative skills.



Small Group

Sometimes used in final round interviews. Tests how you listen & collaborate with others.



Analyze & Present

Start with a case question and a slide deck. Develop a storyline and recommendation.

CASE EXAMPLES



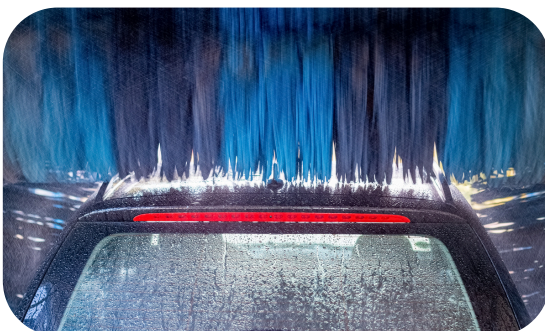
MARKET ENTRY: NEW PRODUCT OR GEOGRAPHY

Always Fresh is a leading brand of deodorants/anti-perspirants. Sales have plateaued in N. Amer., and now the company wants to take its products global. How would you assess whether expansion is a good idea?



PROFITABILITY

Find It Pharmacies needs help boosting in-store profit. They offer a full-service pharmacy as well as departments like snacks, beauty, & vitamins. How would you evaluate and reposition the departments in the store to make the most profit?



STRATEGY: MERGE, ACQUIRE, JOINT VENTURE

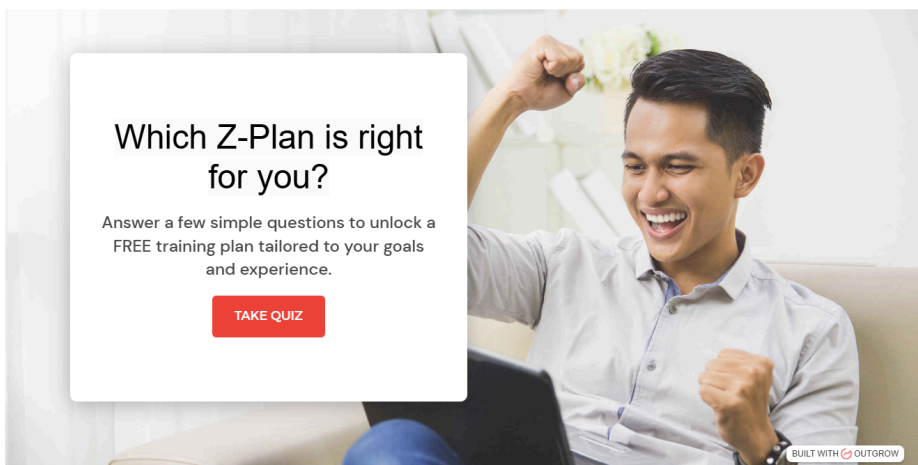
Massive Holdings LLC is consolidating car wash businesses into a new brand called Squeaky Ultra Clean. They need a strategy for acquiring new car washes. Put together an approach that helps MH determine which car washes they should acquire.

How do I get started?



START WITH A Z-PLAN

Get a free case prep plan tailored to your goals and experience level. Go to: zintervu.com/myzplan



HOW IT WORKS

- Take a short quiz to customize your plan.
- Check your email for your link to the training hub.
- Watch short teaching videos, do skill-building drills, and practice cases.

**Z-Plan 3**

For beginner to intermediate candidates pursuing product management or big tech roles with a medium case load.
Pace: Steady

| | |
|---|--|
|  GET THE BIG PICTURE WITH OUR BEST VIDEOS Start with case foundations and progress to more complex topics with our 20 key videos. | 20 VIDEOS |
|  USE DRILLS TO IMPROVE KEY SKILLS Use fun and effective drills to help you master specific skills from each of our 20 videos. | 5 DRILLS |
|  COVER YOUR CASE TYPES From product management to customer support, we cover all the case types you'll encounter in your interviews. | 10 PRACTICE CASES |
|  VARY YOUR PRACTICE STYLE We recommend you practice each of our 10 case types with our 10 practice cases with a variety of partners. | MY GOALS: 6 SOLO 4 PARTNER |
|  DEVELOP SHARP ANALYTICS Don't let case prep get boring! Learn how to use our analytics to track your progress and identify areas for improvement. | LIGHT QUANT |
|  COMMUNICATE WITH CONFIDENCE Communicate with confidence in your interviews. We'll show you how to use our "STAR" framework to structure your responses. | BEHAVIORAL 10 VIDEOS 2 DRILLS |
|  LET'S GET STARTED! Look for your welcome email with your login details to get started on your Z-Plan. | PACE: STEADY 1-3 MONTHS |



CASES ARE CONVERSATIONS

Practice out loud, even when you're alone.

1

FORM YOUR TEAM

4-6 people, rotate partners often. Do mocks with contacts outside your friend group.

2

GATHER RESOURCES

Use a variety of online tools & case prep guides, with a focus on building skills.

3

MAKE A SCHEDULE

Aim for 20-30 min, 2-3x per week, then daily in the 1-2 weeks before the interviews.

4

TRACK YOUR PROGRESS

Use a scoring sheet like our Crack the Case Scorecard.



CASE PRACTICE TIPS

Optimize your prep with these best practices.



There's no "one-size fits all" case prep plan. Everyone has different starting points and goals.

USE HIGH QUALITY CASES WITH ANSWER KEYS

Ask and answer, "What did I learn?" at the end of every case. Do some sections a second time.

DRILL FOR SPECIFIC AREAS OF WEAKNESS

Vary your drills: case starts, mental math, slide reading, 2nd level insights and more.

VARY THE CASE QUESTIONS & STYLES

Practice both interviewer-led and candidate-led cases across a variety of industries and business issues.

More tools & resources



WE CAN HELP

Z-Plans



Crack the Case Camps



Workshops



Private Coaching



Behavioral Interviewing



Books





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